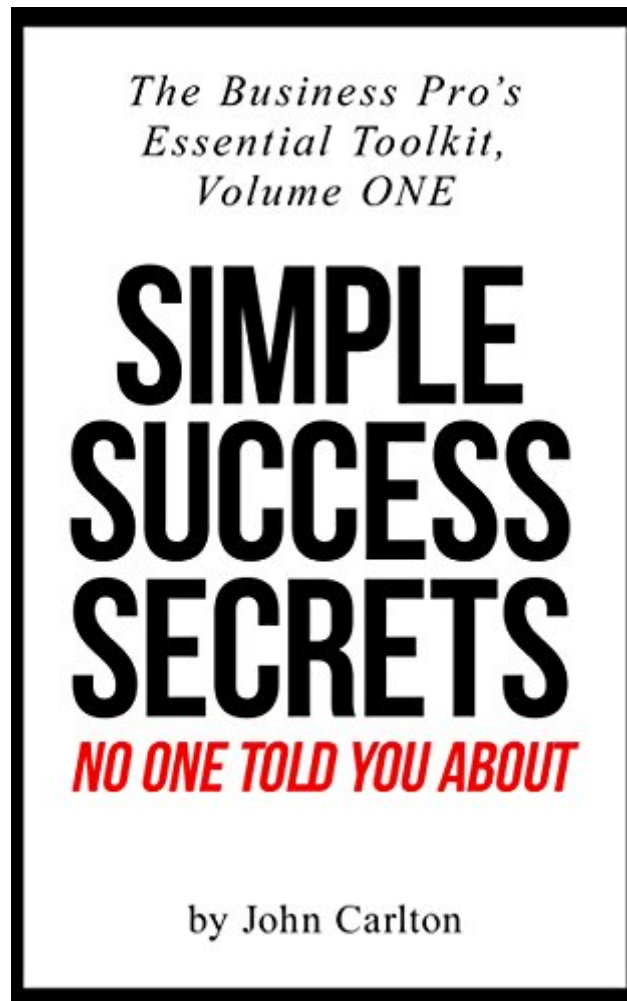


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Simple Success Secrets No One Told You About (The Business Pro's Essential Toolkit Book 1)



Synopsis

For over 30 years, John Carlton has been a notoriously successful copywriter, consultant, and mentor to thousands of entrepreneurs looking to break away from the pack and start earning the big bucks. His first course, "Kick Ass Copywriting Secrets of a Marketing Rebel", taught the new generation of online marketers how to create killer ads (and everything else needed for a real biz). His breakthrough book "The Entrepreneur's Guide To Getting Your Shit Together" is must-reading for everyone in business (or wanting to get into business). And "The Rant", his blog at www.john-carlton.com, has been providing insider advice, tactics and advice since 2004. For free. This latest series of books (The Business Pro's Essential Toolkit) organizes the vast archives at the blog into clear categories, bringing the best stuff straight to you in an easy-to-read format. No more searching through the years for the specific themes John writes about – it's all right here in one tidy package. The first book is a collection of articles aimed at living well, at every stage in your entrepreneurial adventure. A quick peek at the Table Of Contents will give you a good idea of what's at stake. It's far too common to burn out, to fail, to struggle endlessly as an entrepreneur – when a few simple insider pieces of advice can quickly move you into a smooth groove where wealth and happiness on all fronts can be achieved easily. This is the kind of life-changing advice you can only hear from a grizzled professional with decades of experience to share. John's unique formula, throughout his career, was to make every mistake possible (because he was always pushing boundaries) – find out what went wrong, and fix it by learning his lesson, securing new resources, developing new skills, whatever it took – and then getting back into the game to do it successfully. There's no theory here. It's all hard-won lessons and advice that comes from the reality of doing business in the real world – where people aren't always who they say they are, where promises are rarely kept, where the way things actually get done are counter-intuitive and must be learned. Entrepreneurs who try to do everything themselves, alone and without the advice and counsel of a wise veteran – are too often doomed to failure. There are just too many moving parts in the business world. You need mentors, and serious help navigating the many new challenges you will constantly face. That's where John comes in. He's been a mentor to many of the now well-known marketers out there, and has personally coached a majority of the top copywriters now on the "A-List". You'll recognize many of the testimonials here as Big Dogs in business today. This book, and the entire series, is an organized quick read that is crammed with essential advice, tactics and strategies used by the best marketers alive. Here is the advice you've always craved, from an experienced, caring mentor who's seen it all, been around the block a few times, and is willing to share it all with you. A new adventure

in business and life awaitsâ |

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Customer Reviews

No one cuts through the daily onslaught of digital bullsh*t flying at us daily quite like John Carlton. One of his great mantras (that I've been privileged to hear many times sitting across the soundboard from him as cohost of Psych Insights for Modern Marketers) is..."As a salesperson, it's your duty to be the one thing your prospect encounters today that will knock him out of his zombie state, cause him to sit up in his chair and get truly excited." The secret to achieving this noble task is not hand-copying great sales letters until your thumb goes numb, or gate-crashing marketing conferences, or even stalking the legends until they finally allow you behind the velvet rope where you discover the real dirt behind what sells. I mean, all that helps... but none of it will get you all the way there - to your very own seat at the feast of life - without what John delivers in the pages of this book. And that's a deep understanding of what makes people tick. I'm not talking about stats on how people react to an orange buy button compared to a green one. That's child's play. I'm talking about the secrets people stuff away and keep locked up tight. Refusing to share with even their most

trusted friendâ | or loverâ | hell, even with a non-court-appointed therapist! Somehow John knows all your secrets. Mine, too. â "â "Why we pretend to be rich when weâ ™re broke. Pretend to be generous when weâ ™re stingy. Desire to be liked when the thought of people makes us squirm. â "â "How does he know? Is he talking about you? Or himself? Or all of us in the form of some indistinguishable energy force living an amebaâ ™s dream during an afternoon nap? It should be creepy. Instead it feels comforting.

For my title for this review, I borrowed the tagline from a 1967 ad campaign for Colt 45 Malt Liquor. But for John Carlton, it is apt. As well. I've known the author for a couple of decades, and we've worked together many times. That's saying something, because usually the kind of working partnership he and I have doesn't last more than a few years. For various reasons. But Carlton has a special something that sets him apart from everyone else. At least, in my experience. F'rinstance: He's the only person I know who can simultaneously kick you in the shorts and pat you on the back... and have you *thanking* him for it. Because he doesn't position himself as a misanthropic messenger boy of the Ugly Truths of Life and Business. You don't end up wondering if he has any friends. You just want him to be YOUR friend. See, he's a realist. Like a wise, if slightly cranky, old uncle. For despite Carlton's gruff exterior, he really does like people. He just hates the stupid things they do to themselves. Which, after all, most of us do. In this book, he shines the spotlight over and over on misconceptions and missed opportunities that keep people stuck on a treadmill in business, or actually push them backward, away from their goals. He knows. He started out with few advantages (other than raw talent, unflagging determination, and a detective-like awareness for what goes on under the surface). Through trial and error, he figured out what worked -- and his success is outsize beyond description. But what's even more important: He has helped dozens, if not hundreds or thousands of people, achieve similar outsize success for themselves. He didn't do it by being a nice guy.

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